

# **RJ REYNOLDS**

TOBACCO COMPANY

Copy

S. R. MacLEOD  
Region Operations Mgr

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May 15, 1997

RJR Account #655364  
BRU-CEL

**JULY DORAL B2GF FLASHLIGHT / PROMOTION #700727**

Dear Lorinda:

Regular *DORAL* product has been ordered (see quantities listed below), as well as **27** SKUs of Doral Flashlights (Item #527813) to pack and ship the above promotion to your participating retail accounts. All additional pertinent promotional information is listed below:

<u>UPC #</u>	<u>DORAL STYLE</u>	<u>#/ (6M)</u> <u>Cases</u>
12300-84006	FF Box	1
12300-22081	FF Box 100	1
12300-84106	LT Box	1
12300-22084	LT Box 100	1

*Cancelled*

Product / Premium Arrival:

June 23, 1997

Ship Date to Retail:

Week of: June 30, 1997

Lighters: (Item #527813)

SKU CUBE:

2.5280

SKU WT (w/o Product):

10.6200 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

4 Savings Cartons

EFT \$ Amount:

\$1,109.26

Non-EFT \$ Amount:

\$N/A

*FF List  
form sent  
to DWillard  
6/30/97*

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-2-

B2GPF  
BRU-CEL

**Promotion Description:** Utilize self-contained shipper. Shipper contains 20 B2GF Doral Flashlights / Sleeves. Two packs of the same brand should be loaded into each sleeve; four cartons per Display. Consumer purchases two (2) packs of Doral and receives a free Doral Flashlight.

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST.**

**SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'**

Attached is a list of accounts authorized to receive packed displays. RJR will reimburse you \$28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$49.00 (1.75 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: A. Zecca  
Enc. Wholesaler Packing Instructions  
Retail Customer List

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-DORFL.DOC

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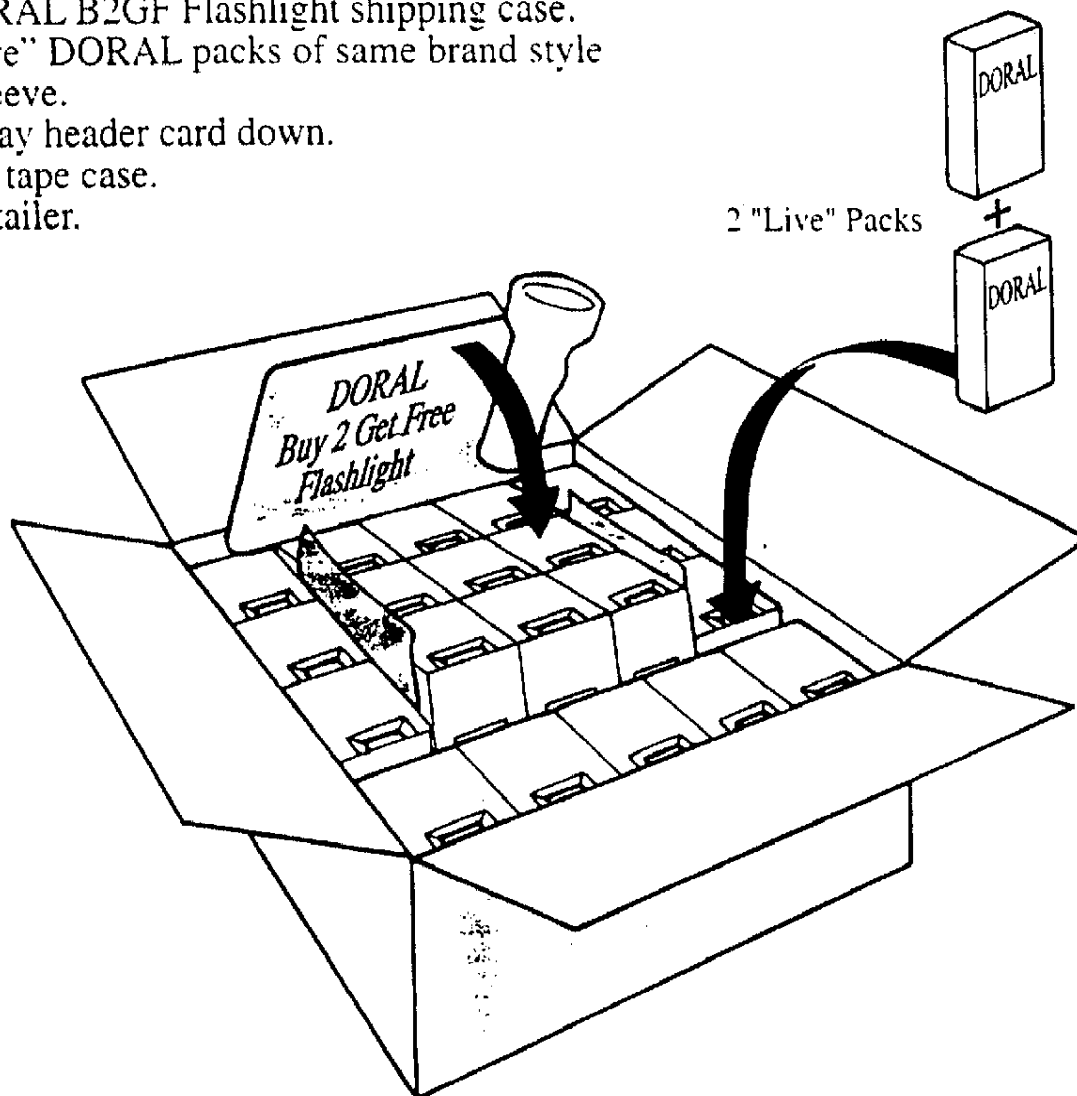
# WHOLESALE PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS - 3RD QTR. '97

### July DORAL B2GF Flashlight

#### STEPS

1. Open DORAL B2GF Flashlight shipping case.
2. Add 2 "live" DORAL packs of same brand style to each sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 527813

Description: DORAL B2GF Flashlight Display/POS Kit

Brand Style	FF BOX	FF BOX 100	LT BOX	LT BOX 100		
Number of Cartons	1	1	1	1		

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SPEN5392

## WORKPLAN VAP TEMPLATE LISTING

PAGE: 28  
DATE: 97-05-10  
TIME: 08:15 AMWHOLESALE : 655364 BRU-CEL'S DISTRIBUTING CO., INC <DIRECT>  
TEMPLATE : 700727 70700 DOR FLASHLIGHT  
TEMPLATE SEQ : 0010  
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162605		035860	HARNAS READI MART	ROUTE 223	BRIN	NY	14838	1				6071798-277
162605		584578	MIDWAY MINI MART	5 JACKSTON AVENUE	BREESPORT	NY	14816	1			912642	6071739-240
162607		182888	HURLERS GROCERY	603 E MAIN ST	WESTFIELD	PA	16950	1				8141367-270
162607	162228	335894	AUSTINBURY CTRY STO	RR 2 BOX 310	KNOXVILLE	PA	16928	4				8141325-461
162607	162225	182720	STATE LINE ONE STOP	RTE. 449 MAIN ST.	GENESEE	PA	16923	5				8141228-366
162607	162225	398360	BRENNAN MARKET	MAIN STREET	ULYSSES	PA	16948	4				8141848-750
162607	162628	608171	YE OLDE TYME SHOPPE	17 SOUTH MAIN ST	CLARENDON	PA	16313	1				8141723-719
162607	162225	728526	REEDS MARKET	647 MAIN STREET	GENESEE	PA	16923	2				8141228-331
162607	162228	775460	FIVE STAR BUSY MART	400 N BUFFALO ST	ELKLAND	PA	16920	5			900498	8141258-731
162605	162228	309498	HARRIS FOOD MART	351 NORTON ST	ELMIRA	NY	14901	3	NYS			6071732-013

PAGE BREAK TOTAL ACCOUNTS 10 TOTAL QUANTITY 27

TEMPLATE TOTAL ACCOUNTS 10 TOTAL QUANTITY 27

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